



Governor signs new law for public library organization, funding

By **Mike Cross**, Director
Public Library Development Team

The governor signed legislation on May 19 that makes changes in the organization and funding of Wisconsin public libraries and library systems. The bill (Senate Bill 272) was based on recommendations of State Superintendent Elizabeth Burmaster's Task Force on Public Library Legislation and Funding. The task force conducted a comprehensive review of issues facing Wisconsin's 387 public libraries and 17 library systems and made recommendations for statutory improvements. The task force included broad representation of the statewide public library community as well as citizen and legislative members. Several task force members and other library supporters attended the bill signing in the governor's conference room. SB 272 was sponsored by Sen. Joe Leibham (R-Sheboygan) and Rep. Stephen Freese (R-Dodgeville).



Library supporters from across Wisconsin gathered behind Governor Jim Doyle as he signed SB 272. From left to right: Assistant State Superintendent Richard Grobschmidt; Ken Hall, Director, Fond du Lac Public Library; Peter Hamon, retired director, South Central Library System; Krista Ross, Director, Southwest Wisconsin Library System; Doug Lay, trustee, Wisconsin Valley Library Service; Kristi Williams, trustee, South Central Library System; Alan Zimmerman, Public Library System Administration and Finance, DLTCL; Don Bulley, trustee, South Milwaukee Public Library; Michael Cross, Director of Public Library Development, DLTCL; Audrey Ascher, trustee, Marathon County Public Library; Lisa Strand, WLA Executive Director; and Larry Nix, retired, DLTCL.

SB 272 has been published as 2005 Act 420 (available at <http://www.legis.state.wi.us/2005/data/>

[acts/05Act420.pdf](#)). An article explaining the provisions of the new law is available in the March-April

2006 issue of Channel, available on the web at <http://dpi.wi.gov/channel/pdf/chn4104.pdf>. ☼

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School District Technology Survey results announced

By **Steve Sanders**, Director
Instructional Media and Technology Team

Ninety-seven percent of public school classrooms have at least one Internet computer according to preliminary data from the 2006 School District Technology Survey. With over 95% of school districts responding, a total of 296,247 Internet computers were reported. About 11% of them are housed in library media centers (LMC). The average planned life cycle of a computer is 5.6 years.

Over 98% of the 1769 library media centers reporting had a computerized library media automation system. Of these, 70% provided access to classrooms in the school outside the library media center and 31% provided access to users outside the school. The most common automation systems were Follett Library Resources, Inc. in 38% of the LMCs, Sagebrush

Corporation in 37% of the LMCs, and Alexandria from COMPanion Corporation in 13% of LMCs. Fifteen other automation systems are also used in LMCs around the state.

Sixty-six percent of districts reported having district-level file servers for their library automation systems, 37% reported having servers at the building level, and 10% of the school districts reported having both building and district level file servers. When asked if they would like to explore the possibility of sharing library automation services with other school districts to increase efficiency, 25% of districts said "yes", 22% said "no", and the remainder were unsure.

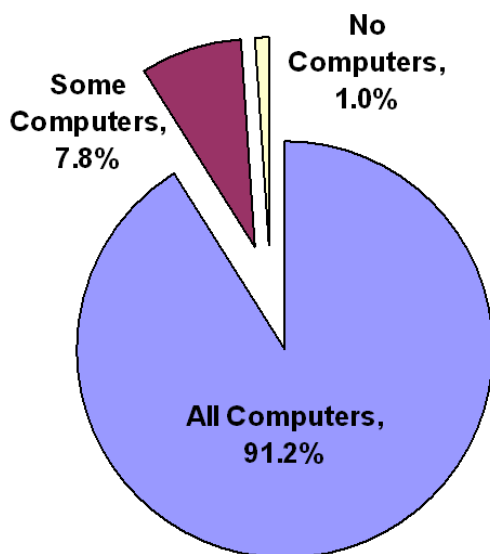
91.2% of school districts filter Internet content on all computers. This is a requirement in order to

receive E-rate discounts for either internal connections or Internet access, but not telecommunications.

Four-hundred thirty instructional buildings or 24% are subscribing to a streaming video service, such as Discovery Education or Safari Video Networks. It was estimated that a total of about 3500 teachers accessed the service on a weekly basis. Fifty-four percent of districts reported recording programs and block-feeds from Wisconsin Public Television.

The results of the technology survey are used to satisfy several state and federal reporting requirements. When the data analysis is finalized the results will be posted on the Internet at <http://www.dpi.wi.gov/imt/techsurvey.html>. For further information regarding the survey contact Steve Sanders, 608-266-3856, stephen.sanders@dpi.state.wi.us.

% of Districts Filtering Internet Computers



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Send comments about bylined articles to the authors. Direct other content inquiries to editor Roslyn Wise at (608) 266-6439 (roslyn.wise@dpi.state.wi.us). To make mailing list changes, contact Peg Branson at (608) 266-2413 (peg.branson@dpi.state.wi.us).

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Preliminary 2005 public library annual report data shows increase in services

By **Al Zimmerman**, Public Library System Administration & Finance Consultant
Public Library Development Team

Preliminary data from the 2005 annual reports filed by Wisconsin's public library this spring indicates increases in most services. Public library circulation surpassed 57.8 million items, a 2 percent increase over 2004. Wisconsin users made over 33 million visits to public libraries, also an annual increase of 2 percent. Attendance at library programs for children increased 6 percent to over 1.4 million. Interlibrary loans, the key indicator of resource sharing among libraries, continued to show a large annual increase growing to 5.2 million items in 2005, a 10 percent increase over last year. Staffing levels remained at 2004 levels, increasing only .4%. Only reference requests showed a service decline, dropping over 4 percent from the level reported in 2004. Almost all of this decrease was due to reported reduced activity in several major urban libraries.

Total library income increased over 4 percent over 2005 to \$220 million. Local and county appropriations increased 5 percent. A substantial share of this increase was due to a 9 percent increase in fringe benefit charges, probably the result of increased health care costs. The state average per capital library support for 2005 was approximately \$32, with residents supporting a local library paying \$36 and those without a local library paying \$21.

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Cooperative Children's Book Center

4290 Helen C. White Hall, 600 N. Park St., Madison, WI 53706
ccbcinfo@education.wisc.edu www.education.wisc.edu/ccbc/
Kathleen Horning, Director (608) 263-3720

Milwaukee Public Library/Interlibrary Loan

814 West Wisconsin Avenue, Milwaukee, WI 53233-2385
Brian Hannemann, Interlibrary Loan Librarian (414) 286-3082

WILS/Interlibrary Loan

728 State Street, Rooms 464 and B106B, Madison, WI 53706-1494
schneid@wils.wisc.edu <http://www.wils.wisc.edu/>
Kathy Schneider, Director (608) 263-2773

Wisconsin Regional Library for the Blind and Physically Handicapped

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Public library system interlibrary loan staff meet at RLL

By Terry Wilcox, Interlibrary Loan Services
Reference and Loan Library

Wisconsin's public library system and resource library interlibrary loan staff attended the spring interlibrary loan meeting hosted by the Reference and Loan Library on Monday, May 22, 2006.

Terry Wilcox trained attendees to effectively use the WISCAT ILL (VDX) work queue to complete requests that are no longer active. A chart titled *Work Queue Status Changes* has been added to the WISCAT web site (<http://www.wiscat.lib.wi.us/pdf/WorkQueueStatusChanges.pdf>). The chart shows the most common statuses found in the work queue and indicates what status or authorization status should be used to update the request. System ILL clearinghouse staff is asked to assist member libraries using WISCAT ILL (VDX) in a "clean-up" of their work queue, so that requests are Checked In and/or Completed as needed. Specific questions about ILL software functionality were also addressed.

Since this is the year that the division must re-bid the interlibrary loan software, Sally Drew updated attendees with the timeline for the Request for Proposal. Key upcoming dates are:

- June 1 – Proposals due from the vendors;
- July 13-14 and 17 – Demonstrations by invited vendors or on-site visits by the evaluation committee;
- August 1 – Evaluators meet to score proposals;
- August 4 – Notification of intent to award sent to vendors;
- August 2006 – Negotiation of contract;
- September-December 2006 – Transition period if needed;
- January 2007 – Contract start date.

Drew encouraged meeting attendees to attend the vendor demonstrations as Subject Matter Experts. As such, they must commit to attending each of the presentations. Though they will not be allowed to ask the vendors questions, participants will provide written feedback concerning each vendor's ability to provide needed functions and services. Those interested in attending all of the vendor demonstrations should contact Sally Drew (sally.drew@dpi.state.wi.us).

Bob Shaw, WiLS ILL Services Librarian, gave a presentation on genealogical materials available at the Wisconsin Historical Society (WHS). He provided useful handouts on the circulating and non-circulating collections, including information about the Area Research Center system and its use by patrons. Searching MadCat, which contains the holdings of the UW-Madison campus libraries as well as the WHS, and ArCat, the online catalog of the WHS Archives, was also demonstrated. Requests for genealogical materials from the WHS must contain a note indicating what information can be copied. Due to the ever-shrinking funding of the WiLS interlibrary loan contract, all requests must be routed first to the Reference and Loan Library as Broker, who will refer the request to WiLS if there are no other Wisconsin owning locations.

Charles Clemence moderated a discussion about the policy changes that are found in the *Wisconsin Interlibrary Loan Guidelines 2005* (<http://dpi.wi.gov/rll/indill.html>). The guidelines were published early this year and were shipped to each library in the all-library mailing. Wilcox pointed out the main changes in the guidelines. The most significant change is that popular materials should be reserved within one's own library or library system rather than sending the request out to all owning

libraries. Library system staff each described how their member libraries request and reserve popular materials. It was pointed out that it is important each potential lender print pick slips, as they contain notes requesting in-system or other reserve instructions.

Features available in the latest VDX upgrade were the topics of Mary Clark's WISCAT update. A handout listed 13 new features, implemented either globally (4), by requesting libraries (4), functioning but not implemented (2), or still in testing (3 which require a further VDX software upgrade). When asked, those attending the meeting recommended waiting to see what vendor is granted the contract for the next phase of the statewide ILL before going ahead with the upgrade. It was noted that increased awareness is needed concerning the new feature that allows a school or other type of library to partner with a public library in order to be able to send and receive ILL materials through statewide delivery.

The ability to discuss specific ILL issues is valued highly according to past meeting evaluations. To prepare attendees for participation, each person was asked to submit with their registration at least one topic for discussion for the ILL meeting's large and small group discussion. The list of topics was sent to the group prior to the meeting. Of the topics submitted, 12 were covered in the above-mentioned agenda items, 18 were discussed as a large group, 3 were discussed in small groups that reported to the large group, and 2 were earmarked for future training. The most requested topic for discussion was how to create effective requests for multi-part VHS and DVD sets, especially television programs, and what a library should send if they cannot send the entire set. The group agreed to specific protocols. Wilcox will prepare an ILL tip

Please see ILL meeting — on page 7

Public libraries make progress with accessible computer workstations

By Barb Huntington, Public Library Youth and Special Services Consultant
Public Library Development Team

In 2000, the Division for Libraries, Technology, and Community Learning (DLTCL) included questions on the Public Library Annual Report related to accessible computer workstations. The questions were repeated on the 2005 Annual Report to allow a five-year comparison. That comparison indicates public libraries in Wisconsin have made substantial progress overall in making their workstations accessible.

Staff at the Wisconsin Regional Library for the Blind and Physically Handicapped helped identify the key features that are the most useful on an accessible workstation. Based on their recommendations, DLTCL recommends a basic accessible workstation have:

- An accessible table, cubicle, or cart for the workstation, preferably adjustable.
- A 19 inch or larger monitor. (Flat screen monitors actually do not show as many characters per line as a standard monitor.)
- A keyboard cord that is 2 feet or longer.
- Software that enlarges text, preferably one that also is a screen reader.
- An alternate input device, such as a trackball.

The percentage of responding libraries reporting that they had a workstation that was accessible to people who use wheelchairs was about the same in both 2000 and 2005. About 80 percent of all libraries in Wisconsin have an accessible table or cart, and nearly 55 percent are adjustable for height.

A 19 inch or larger monitor is helpful for people with vision impairments, who need to significantly enlarge text. The percentage of libraries with this

size monitor increased from 22 percent in 2000 to 37 percent in 2005.

Trackballs and other alternatives to a mouse for input are useful to people who have limited mobility in their hands and arms. The percentage of libraries that offered alternative input devices increased from 15 to 40 percent between 2000 and 2005.

People who have vision impairments, or who are blind, often use software such as ZoomText or JAWS to enlarge the text and to have the screen read out loud. There was an increase from 18 to 20 percent in the number of libraries reporting they have this software over the five-year period.

The 2005 Annual Report included questions about some issues that were not addressed in 2000. Some people who use wheelchairs have a tray and need to move the keyboard to their tray to use it. A keyboard cord longer than 2 feet is needed to do this. The 2005 data indicated that 39 percent of responding libraries have a keyboard cord long enough to be moved to a wheelchair tray. Oversized keys on a keyboard are useful to people with

limited movement or control of their hands and fingers. In 2005, 16 percent of libraries had this type of keyboard.

Two adaptive features that are particularly useful to children and to some adults with limited mobility or vision are color-coded keys and keyboards specifically designed for children. Only 4 libraries reported having a color-coded keyboard, and 18 had keyboards designed for children.

Other features that help people who are blind access computers in a library are Braille printers, scanners, and the software that translates print into Braille or Braille into print. Only 2 libraries have Braille printers and conversion software, but about 20 percent have scanners. Brailled keyboards are also helpful, and 9 libraries have this type of keyboard.

Universal design of web pages makes it easier for people who are blind to use their adapted home computers to view public library web pages with the use of a browser. In 2005, 21 percent of public libraries reported their web pages were designed to be accessible, up from 15 percent in 2000. ☼

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Other notable results include the very slight increase in the number of librarians with ALA/MLS degrees, although total staff remained at 2004 levels. Audio and video materials available increased by about 9%. The number of public use Internet connected computers increased 5 percent to 4,300. Twenty-five percent of all libraries, serving 50 percent of the state's population, reported offering wireless Internet access for persons with laptops.

National data suggests Wisconsin residents are heavy users of public

library service. Wisconsin's service indicator per capita ranks are 1st for interlibrary loan, 8th for circulation, 9th for visits to the library, and 25th for reference transactions.

Wisconsin ranks 19th in total public library staffing per capita, 12th in public access Internet computers, 15th in total income from counties and municipalities, and 19th in total income.

Questions can be directed to Alan Zimmerman at (608) 266-3939 or alan.zimmerman@dpi.state.wi.us. ☼

Best Practices for Public Libraries -- Communication is Key, Part 2

Sharing information with local and regional organizations contributes to an effective library operation.

By John DeBacher, Public Library Administration Consultant
Public Library Development Team

In the last issue, this column discussed the importance of establishing appropriate levels of communication between the library board, the director, and the staff (<http://dpi.wi.gov/channel/pdf/chn4104.pdf#page=6>). This issue explores the importance of establishing and maintaining communication outside the library with the municipal governing body and local administration, with civic, service, and social groups, and with the broader library community.

Good communication flows two ways, informing others about the library's services, programs and financial needs, as well as allowing the library to learn about the needs of the community, collaborative opportunities, and competing interests. However, the board and director must achieve a level of communication that will strengthen the library's position and promote its services without adversely affecting the day-to-day operation and administration of the library.

While it is necessary to protect and ensure the library's administrative autonomy, the library cannot be operated in isolation from the rest of municipal government. Attending meetings of the municipal board or council with some regularity not only keeps local government aware of the library and its services, but also helps keep the library apprised of upcoming projects that may impact the library, compete for funding, or require additional resources or a service response from the library.

Occasionally the librarian or a board member should report to the municipality about new services and programs or regional news and system services. While this can be done under a general agenda item such as "Reports of Committees and Departments," it may be more advantageous to request that the report come earlier on the agenda, under appearances, to bring more focus to the report. And once a year the library should present a more formal annual report on the library's activities. Such periodic appearances will help keep the library in a positive light with the local board or council, instead of appearing only during the annual budget process to request funding.

Since the library receives funding from the county, occasional reports to the county board meeting by the

director or a board member can also be effective to assure a positive relationship and help to promote services. When meetings of local government are televised on the local cable channel, there is an added benefit of promoting the library and its services to a larger audience, some of whom may not be regular users of the library. In addition, the report may spark interest with reporters attending the meeting who may then provide additional coverage.

The village, city, or county administrator may also hold regular meetings of department heads, and the library board should make it possible for the director to attend. Such meetings can promote congenial relationships that may benefit the library through better assistance with maintenance and repairs or more effective emergency response. The librarian can learn of planned public works projects that might limit access to the library, regional events that may affect library use or impact parking, or new services and programs that the library should know about. The director may also find opportunities to collaborate on projects with the recreation department, senior services, or public safety. Finally, the municipality may offer or have access to safety, management, or human resources workshops and training appropriate to the library. Often these can qualify for continuing education credit for certification purposes, so the librarian may want to obtain prior approval from the system continuing education validator.

Finally, the library director should be able to maintain appropriate levels of interaction with the other librarians in the county, system, state and, when possible, nationally. Although more and more communication is being conducted online and through email, face-to-face meetings are still common for library system meetings, and meetings to plan county library service plans or budgets. The library board should, whenever possible, accommodate the director's attendance with staffing coverage and reimbursement of travel expenses. Active attendance at meetings for members of a shared integrated library system (ILS) allows the library an opportunity to participate in decisions and become aware of new features and training opportunities. Furthermore, membership and participation in professional associations, such as the Wisconsin Library

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Association, allows the library director to establish and maintain professional ties with colleagues throughout the state. The benefits of participation and attendance at annual conferences can be well worth the cost of membership since the conferences are eligible for continuing education credit toward the director's certification requirements, and the value of learning through networking is immeasurable.

While meetings and committees outside the library can be effective and productive, the operation of the library and its service to the public is paramount. The library board and the director must work together to establish an agreed-upon level of participation and interaction that is

appropriate for the library. For, while there are many opportunities for the librarian to communicate with outside organizations and agencies, it is the work at the library, providing information services to the community, that serves as the basis for all such communication.

Questions about library administration may be addressed to your library system staff or to John DeBacher, john.debacher@dpi.state.wi.us (608)266-7270.

Questions about library certification requirements should be directed to the Continuing Education validator at the library system or to Peg Branson, peg.branson@dpi.state.wi.us (608)266-2413. ☼

John & Nettie Mooney Health Resource Center wins NCLIS award

The National Commission on Libraries and Information Science (NCLIS) has announced the state winners for the 2006 NCLIS Health Information Awards for Libraries. Wisconsin's winner is the John & Nettie Mooney Health Resource Center (HRC) of the Gunderson Lutheran Health System, serving La Crosse and 42 regional clinics extending into 19 counties in Wisconsin, Minnesota, and Iowa.

Funded by John and Nettie Mooney, the HRC library provides access to information resources. Books and audiovisuals are available for loan, health newsletters, magazines and newspapers are provided, and computers to research health topics or email family are offered. The HRC education room hosts health classes and support groups, such as smoking cessation, diabetes education and parenting. Librarians work with educators to ensure that appropriate materials are available.

As a consumer health library within a large integrated healthcare system, the HRC's primary function is providing information to patients, families, and community members. The HRC Website provides access to the library catalog and information resources

containing English, Spanish and low-level literacy materials.

In 2005, HRC librarians served the community by exhibiting to 5,100 people at 12 corporate and community health fairs. To further encourage community partnerships and share knowledge, librarians delivered peer training on consumer health resources to local public librarians. Additionally, librarians created a recommended list of core health resources for the Lesbian, Gay, Bisexual, Transgender (LGBT) Resource Center of the 7 Rivers Region and have been invited to serve on their resource committee.

HRC librarians support and enhance patient education by collaborating with healthcare providers. Librarians created 25+ customized bibliographies of library

and Internet health resources. Patrons can obtain these on the library website (<http://www.gundluth.org/libraries>). The print versions are used by non-computer literate patrons, and by providers referring their patients to the library to obtain materials. By partnering to serve information needs of patients, librarians are physician/nurse extenders, allowing doctors and nurses more time to address patient's physical needs.

Judges for Wisconsin were Margaret (Peg) Allen, Library Consultant; Lori Deering, LifeSpan Health Educator, Affinity Health System; John R. Meurer, Associate Professor of Pediatrics and Chief of General Pediatrics, Medical College of Wisconsin; and Zorba Paster, Dean Medical Center. ☼

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that addresses this topic and send it to the WISCATILL listserv. Other topics were suggested for listserv ILL tips. As the group felt the ILL tips are useful, they will continue to be a part of the ILL training process. Public library system staff should encourage their member libraries to subscribe to the ILL listserv,

so that all participants in ILL receive the information.

The next interlibrary loan meeting will be held in the fall. At that time a vendor will have been awarded the contract planning for implementation of the selected vendor's product will be addressed. ☼

AV Notes

New DVDs, videos of interest to librarians now available for loan from R&LL

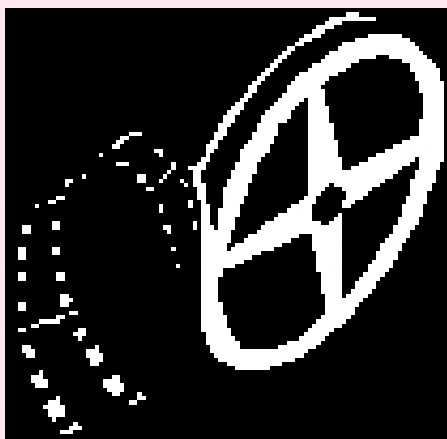
By **Willeen Tretheway**, Audio Services Librarian,
Reference and Loan Library

The CD-ROM, DVDs, and VHS videocassette described here are now available for loan from the Reference and Loan Library and should be of interest to librarians and other members of the library community. They deal with copyright, public libraries, reading and readers' advisory, pay equity, and effective meetings. The library's call number is provided for each title and may be referred to when requesting the item.

These materials may be requested from the Reference and Loan Library (R&LL) through regular interlibrary loan channels. Optionally, libraries and library media centers of all types, schools, organizations, and agencies may call or send requests for DVDs and videos directly to R&LL. Individual borrowers should request materials on interlibrary loan through their library. Contact R&LL by telephone at (888)542-5543, option 3 (in state) or (608)224-6169; by fax at (608)224-6178; or by email at rlill@dpi.state.wi.us.

Public Library Association 11th National Conference, Boston, Massachusetts, March 21-25, 2006 (PLA/Blue Sky Broadcast, 2006) is a three-disc MP3 CD-ROM package containing the recorded sessions along with the available handouts from the Public Library Association's most recent biennial national conference. Over 90 programs providing much practical information, advice, and inspiration were recorded and are of interest to public librarians, trustees, administrators, students, and others. Just a few of the wide range of topics addressed in the presentations are reading and readers' advisory; literary genres; partnerships; recruiting, staff training, and workplace improvement; audiobooks; library technology; customer services and programs; library web sites; digital archiving; homeschoolers; intellectual freedom; collection development and maintenance; buildings and facilities; emergency management;

administration and budgeting; and much more. Each disc has an on-screen index of the sessions it contains. System requirements for the discs: Windows 98, 2000 XP or above; Internet Explorer 5.0 or above; windows Media Player 6.4 or above; Adobe Acrobat Reader 6.0 or above. (CR-57)



The Copyright Compliance Series (2006) is a set of ten DVDs produced by Chip Taylor Communications that features presentations by attorney Arnold P. Lutzker who tries to make the complexities of the copyright law more understandable. Brief question-and-answer sections with other attorneys from Lutzker's law firm are included as part of some of the programs. In the first program, Lutzker introduces terminology and the basic concepts of copyright law, providing a framework for the other programs in the series. He describes

the basic bundle of rights, fair use, the first sale doctrine, ownership vs. licensing, educational public performance and display, the face-to-face teaching exemption, exemptions for the blind and visually impaired, public domain, and more. Programs two, three and four look at copyright concerns of educators; programs five, six, and seven look at concerns of librarians and media specialists; programs eight and nine deal with issues for administrators and policymakers; and program ten is aimed at students and parents. The programs in the series are: 1. *Copyright 101: an Introduction to Copyright* (43 minutes) (DVD V-140 NO.1); 2. *Copyright Works in the Classroom [and] Copyright FAQs* (33 minutes) (DVD V-140 NO.2); 3. *Copyright, Research and Publication [and] FAQs* (36 minutes) (DVD V-140 NO.3); 4. *Copyright and Fair Use* (30 minutes) (DVD V-140 NO.4); 5. *Copyright and the Library, Media Center and AV Department* (35 minutes) (DVD V-140 NO.5); 6. *The DMCA: The Digital Millennium Copyright Act in Detail* (27 minutes) (DVD V-140 NO.6); 7. *Managing Education Uses of Copyright Works [and] Copyright FAQs* (31 minutes) (DVD V-140 NO.7); 8. *DMCA and*

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Telecommunications: A review of recent federal activities

By **Bob Bocher**, Library Technology Consultant
Public Library Development Team

There has been considerable activity at the federal level over the past several months related to telecommunication issues. This article will review some of these issues including the E-rate program, the Bush Administration's interest in tracking Internet use, and Internet Neutrality.

E-rate Program

The E-rate program is funded at \$2.25 billion annually and provides K-12 schools and public libraries with discounts on their Internet and telecommunication costs. On average, Wisconsin schools and libraries receive \$27 million annually from the program. The E-rate has been criticized by both applicants and telecommunication providers for its cumbersome and complex application process. Unfortunately, this has been a contributing factor in some cases of waste and

fraud in the program. Just a year ago—June 2005—the Federal Communications Commission (FCC) announced a major review of the E-rate program with the goal of simplifying the whole application and fund dispersal process. Many school and library organizations, including ALA and DPI, sent their ideas on program reform to the FCC. Bob Bocher, on the Public Library Development staff, chairs the ALA's E-rate Task Force. He helped craft both ALA's and DPI's response to the FCC's program review. To date, the FCC has not yet issued any major program reforms. However, in April and May of this year the Commission did issue several decisions on E-rate applicant appeals that were very beneficial to schools and libraries. The school and library communities hope the recent FCC appeal decisions means the Commission will later this year initiate major changes to the E-rate to make the program easier for everyone involved with it. The DPI's suggestions to

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Online Service Provider Limitation on Liability (31 minutes) (DVD V-140 NO.8); 9. *DMCA and Digital Distance Education (the TEACH Act)* (30 minutes) (DVD V-140 NO.9); 10. *Copyright for Students and Parents* (32 minutes) (DVD V-140 NO.10).

Holding an Effective Meeting (DVD) (Library Video Network, 2006; 18 minutes; closed-captioned) uses a meeting of librarians to humorously illustrate do's and don'ts of conducting effective meetings. The program covers what a good meeting should have, including a strong moderator who plans effectively, appropriate attendees and participation expectations, a clearly defined purpose and a complete agenda, agreed upon meeting norms, time limits, and agenda building for future meetings. (DVD V-132)

I Need a Book (DVD) (Library Video Network, 2006; 25 minutes; closed-captioned) features readers' advisory instructor and consultant, Terri Lyons, in a program that says readers' advisory is becoming a more vital part of library service and demonstrates strategies for conducting more efficient and effective readers' advisory interviews. The program addresses genre and appeal characteristics, including frame, characterization, pacing, and storyline, and looks at their application to both fiction and nonfiction, and tells how to perform a "quick dip" to learn about a book in a few minutes.

Pauses in the program allow for viewer discussion. (DVD V-139)

Reading with Babies = Leyendo con Bebes (DVD) (Read To Me Program, 2005; 18 minutes) is an advocacy program for parent participation in bringing reading into the lives of children at a very young age, and explains the importance of reading to babies in the development of their language skills and imagination. The program shows fifty examples of babies and older infants under the age of two being read to by a parent, and illustrates the shared fun, communication, and connection. The program may be viewed with either an English or Spanish soundtrack. (DVD V-115)

Working @ Your Library: for Love or Money? (VHS) (American Library Association-Allied Professional Association, 2004; 10 minutes) is an advocacy presentation for better pay for library workers that highlights salary issues surrounding the multi-functional role of library professionals. It tells that librarians and library workers have skills and knowledge, training and experience, and versatility and commitment. It compares their salaries with other professions, and says that it is time to address the need for pay equity. A related electronic document is *Advocating for Better Salaries and Pay Equity Toolkit* (<http://www.ala-apa.org/toolkit.pdf>) (VHS V-7535)✧

Telecommunications — from page 9

the FCC on how to reform the E-rate program are at <http://www.dpi.wi.gov/pld/pdf/fccnprmoct05.pdf>.

Tracking Internet Use

In 2004 the federal Department of Justice petitioned the FCC to extend the Communications Assistance for Law Enforcement Act (CALEA) to the Internet. CALEA, originally passed in 1994, required telephone companies to take various actions to make it easier for law enforcement to wiretap voice phone lines. Federal law enforcement's request to have CALEA apply to the Internet is based on a concern that criminals are increasingly using the Internet to conduct or abet illegal activity. In August 2005 the FCC ruled that Internet Service Providers (ISP) are covered by CALEA and that they must comply by May 2007. In a follow-up order released May 5, 2006, the FCC did not specify the exact technical nature of such compliance, but requested that ISP standards groups work with law enforcement on this issue.

The FCC's two orders did exclude libraries and private networks from CALEA compliance. But the private network exclusion only applies if such networks do not connect to the Internet. For example, many workstations attached to a library local area network (LAN) also have Internet connectivity. It is also not entirely clear if municipal networks or library system wide area networks (WAN) are exempt. In Wisconsin, over 95% of our public libraries get Internet access through a municipal or library system WAN. ALA has been actively working on this issue. The two major points that it has made to the FCC are that (1) public libraries, regardless of how they connect to the Internet, should be exempt from CALEA, and (2) compliance in municipal networks and library WANs is on the Internet Service Provider's side of any connection to the public Internet. For more information, see ALA's CALEA Website at <http://www.ala.org/ala/washoff/WOissues/techinttele/calea/calea.htm>.

A law suit was filed late last year in federal circuit court by the Center for Democracy and Technology, ALA and others, contending that the FCC overstepped its authority in applying CALEA to the Internet. During oral arguments in early May, Judge Harry Edwards told the FCC attorney that arguments to extend CALEA to the Internet were "nonsense." Nevertheless, in a 2-1 decision made in early June, with Judge Edwards in the minority, the court did decide that the FCC can apply CALEA to the Internet.

In another development, the federal Department of Justice has created an internal task force to review the types of information

it may want ISPs to retain. There has been some speculation that the department may request ISPs to retain up to two years worth of activity from their subscribers. While exactly what information will need to be tracked and retained is part of the ongoing discussions, it could result in massive files tracking some level of Internet use from millions of citizens. (A Pew Internet study in April 2006 showed that 73% of U.S. adults are Internet users.)

Internet Neutrality

Another subject receiving considerable attention has been popularly termed Internet or "Net" Neutrality. Simply stated, Net Neutrality means that no particular provider of information receives priority (i.e., faster delivery of information) over another provider based solely on willingness to pay. The telecommunication companies want to be able to offer "tiered" services where large content providers, like Amazon, can pay more with the assumption that their content will get to users faster than a rival content provider who does not pay the tiered service premium. Many content providers like Amazon, Ebay, Microsoft and Google oppose tiered services and thus support Net Neutrality, as do most consumer groups and ALA. As an example of how tiered services could impact libraries, one need look no further than the many libraries that offer patrons access to a variety of Web-based reference and periodical databases. Some of these services, like BadgerLink, are offered on a statewide basis and coordinated through the state library. With such services there is concern that if the database vendor does not pay a premium for tiered service so that their content is delivered sooner than a competitors, that speed of delivery will become a major selling point, rather than quality and quantity of the databases themselves. From a broader perspective there is concern that the millions of Websites authored by average citizens on a vast number of topics (e.g., hobbies, family genealogies) will be relegated to the slow lane. Several bills are now pending in Congress that will preserve Net Neutrality. One bill, the Internet Freedom and Nondiscrimination Act of 2006 (H.R. 5417, <http://www.publicknowledge.org/pdf/hr5417-109.pdf>) was introduced on May 18 by Representative James Sensenbrenner from Wisconsin's fifth Congressional district. This bill passed the House Judiciary Committee, chaired by Representative Sensenbrenner, in late May and is now to be considered by the full House.

If you have any questions on the above issues, contact Bob Bocher, Technology Consultant, Public Library Development Team, 608-266-2127, robert.bocher@wisconsin.gov. Bob serves on the American Library Association's Office for Information Technology Policy Advisory Committee.

Study completed

Findings of Wisconsin school library media study released

By **Kate Bugher**, School Library Media Consultant
Instructional Media and Technology Team

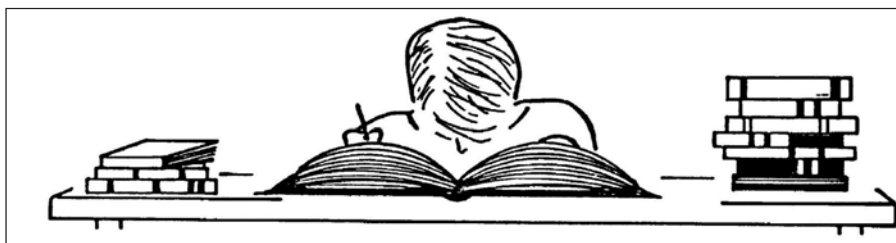
State Superintendent Elizabeth Burmaster has released results of research commissioned by the Department of Public Instruction that shows that school library media programs are an important instructional support for student academic achievement.

EGS Research and Consulting of Austin, Texas, conducted the three-part study between May and November of 2005. The research consisted of an on-line quantitative questionnaire to all certified library media specialists focusing on program structure, resources and operations; a qualitative student-teacher survey to randomly selected schools on how students benefit from library media programs; and case studies of best practices in five schools.

The study examined WINSS (Wisconsin's Information Network for Successful Schools) school and student data for all the responding schools and also compared, at each educational level, 25 schools with the highest percentage of students scoring Proficient and Advanced on WKCE (Wisconsin Knowledge and Concept's Examinations) Reading with the 25 lowest performing schools. Responses were obtained from 855 library media specialists for 1043 schools (79% response rate) and 107 teachers and 3,957 students in 51 schools.

Key findings from the study were:

- Library media program staff, both certified library media specialists and aides, are the most critical component of a quality library media program.
- Student achievement on the WKCE was higher across all educational levels in schools with full-time



certified library media specialists and full-time library aides.

- Schools where the library media specialists spend more time on collaboratively planned and taught instructional activities have higher WKCE scores.
- Schools with greater library media program resources for collection and technology have higher performance on the WKCE.
- Teachers who aligned the Information and Technology Literacy Standards to their lessons found school library media programs more helpful to student performance.
- Library media specialists help students acquire unique skills not taught in the classroom and information and technology skills essential for students in the 21st century.

Interviews with principals, teachers and students conducted for the case studies demonstrated recognition of the connection between student achievement and the skills and knowledge derived from library media programs. The programs gave students research and information technology tools and skills that they could use in all content areas, developed their critical thinking abilities, and opened students to the wide range of resources and information, increasing their interest in reading and deepening their excitement for learning.

At the same time, over 50 percent of Wisconsin's 426 school districts

currently employ one certified library media specialist for all of their schools and students. Even while employing a certified library media specialist, 25 percent of elementary schools, 38 percent of middle schools and 48 percent of high schools do not meet DPI's recommended professional staffing levels for library media programs. Additionally, 50 percent of elementary schools, 81 percent of middle schools and 88 percent of high schools do not meet the recommended staffing levels for library support staff.

"All too often, school library media programs and the professionals that staff the library are the target for spending cuts," said the state superintendent. "As we work to raise achievement for all students and close the achievement gap, we now have proof that school library media programs support teaching and contribute to students' academic learning."

The results of the study have been presented to the Wisconsin Educational Media Association, the Council on Library and Network Development, and the Library Services and Technology Act Advisory Committee. Further presentations to other professional organizations are planned for the fall. Further information regarding the studies is available from Kate Bugher, 608-267-9287, kathryn.bugher@dpi.state.wi.us. The complete studies are available at <http://www.dpi.wi.gov/imt>. ☼

State library supporters participate in National Library Legislative Day

By Peg Branson, Consultant,
LSTA Program and Continuing
Education
Public Library Development Team

Over 525 librarians, friends of libraries, trustees, patrons and library supporters contributed to and participated in National Library Legislative Day 2006 in Washington D.C. on May 2.

Participants from 47 states spoke with their members of Congress and staff about the needs of libraries in the areas of funding, telecommunications, copyright and government information.

Jessica MacPhail, Federal Relations Coordinator, Wisconsin Library Association, and Director, Racine Public Library, coordinated the arrangements for the Wisconsin contingent attending the event. Others attending from Wisconsin were Vonna Pitel, retired school library media specialist from the Cedarburg School District; Richard Grobschmidt, Assistant State Superintendent, Division for Libraries, Technology, and Community Learning; Robert Hafeman, System Coordinator,

Manitowoc-Calumet Library System; Mary Lou Zuege, retired school library media specialist, Menomonee Falls; David Weinhold, President, Wisconsin Library Association, and Director, Eastern Shores Library System; and Francis Cherney, Trustee, South Central Library System and Wood County Library.

In terms of funding, the group focused on funding for the E-rate, the Library Services and Technology Act (LSTA) program, and the No Child Left Behind program. The E-rate program brings schools and

libraries in Wisconsin an average of approximately \$27 million dollars annually in Internet and telecommunications discounts, including discounts for individual libraries and schools, and discounts for the BadgerNet high-speed data network. Wisconsin receives approximately \$3 million per year from the LSTA program.

For additional information on telecommunications topics discussed with members of Congress, see Bob Bocher's article on page 9. ☼



Wisconsin delegates to the 32nd annual National Library Day Legislative Day pictured above are from left, Jessica MacPhail, Richard Grobschmidt, David Weinhold, Vonna Pitel, Mary Lou Zuege, Francis Cherney, and Robert Hafeman.

Division for Libraries, Technology, and Community Learning

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